

ABSTRACT

This thesis entitled "INTERNAL COMMUNICATIONS FUNCTION TO IMPROVE EMPLOYEE LOYALTY PT.PACIFIC GRANITAMA".

The purpose of the formulation of thesis is to know how where internal communication in an effort to increase employee loyalty, with over three communication flows among communication from the company to the employees, from the employees to the company and fellow employees.

The research method used is quantitative with deskriptif approach. In this method the researcher will describe how the situation in the field where research is conducted. By using several stages of the study of literature and field studies with the retrieval of data by distributing questionnaires to the respondents, observation, and also an interview with one of the respondents in the study did.

From the results of research conducted proved that theory taken terori Human Relations, this theory relates to internal communication that occurs among downward communication, upward communication, parallel communication. Research conducted in PT.Pacific Granitama with employees as one of the key audiences in internal company has psychology and behavior vary from one another both in attitude and behavior of each individual, the behavior and attitude of each employee will be directed to the purpose of the company through the stimulus provided through the company's internal communications, employee training, conduct approach with employees, awards and working facilities to produce and achieve employee loyalty to the company.

The conclusion of this research, internal communication activities of the company are ongoing can increase employee loyalty. This can be seen from the measures taken by the company can be run well, which affect the improvement of employee loyalty on PT.Pacific Granitama.